



Attaining Immortality in Five Steps

1) Ambition

A young man who wants to be. A man with an insatiable appetite for life, work, and his own development. A man who believes his oeuvre can change the world. A man who aspires to become a personality. This is the man who personifies the Bonapartist worldview: that the ultimate challenge in life is to become a hero.

2) Will

But ambition is not enough. More than to be, he wants to become. This is his audacity, courage, and even boldness. A careful campaign is set into motion, in order to attain the level of respect and acknowledgement he thinks he deserves. His profound willpower plays itself out. With relentless energy he enters the stage, occupies it and does not yield for decades to come.

3) Obsession

Where does this energy comes from? It can only be pathological. Someone who is happy, serene, and content, could never manifest such energy for himself and the world. He craves the attention, the admiration. In this craving, anxiety is paramount. You cannot live to such an ethos without feeling that you are serving (and judged by) a higher cause. An authority figure, whatever it may be. He is obsessed with visibility, with power, and media.

4) Controversy

Ambition, Will, and Obsession can still be pathetic. Yet he also manages to interact with life, engage with real issues. The issues are plentiful: housing for the millions. Symbols for our

time. Rationalization, sanitation, making life smoother, faster, more accountable. Of course, he sides with modernity, with progress, even at great costs. This is how he becomes controversial. This is how he is given the responsibility for the disasters of post-war mass housing and the other drawbacks of progress.

5) Style

Even after constructing the four cornerstones of eternal fame, he is still not inside. He requires the transcendence of form that will eventually save him from all sins. Whatever his evil side, he manages to turn it into art. Strong ambition, iron will, obsessive behaviour, and recurring scandal, these are the man's well-known vices. But it is his sense of style that ultimately redeems him from them and gives him his ticket to the Pantheon.

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